

## ARCHETYPES IN THE PROCESS OF IMAGE-MAKING AND BRAND-MAKING OF SPORTING GOODS AND SERVICES

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**Abstract.** *The author investigates the connection of eight basic archetypes with twenty most popular sports. The role of these archetypes in the image-making and brand-making of the most popular sports has been shown. The purpose of this scientific research is to establish the presence or absence the connection between the concrete archetypes and concrete sports. This problem hasn't been discussed in the scientific literature before.*

**Keywords:** *advertising, archetype, image, brand, sports, sporting goods and services.*

### INTRODUCTION

Today archetypes are actively used by advertising agencies and PR-agencies worldwide. In market conditions, each person is a consumer with their values, complexes, archetypes and motifs. Images (brands) must satisfy the personal needs, providing consumers the certain forms and clothes of their appearance. Understanding the nature of archetypes and characteristics of their use creates effective tool to enhance the image (brand) of goods and services for marketers and advertisers.

### MATERIALS AND METHODS

In our research such methods of collecting and processing information have been used as content analysis, induction and deduction, comparison, classification, exclusion, scientific abstraction, analysis and synthesis.

### RESULTS

Image-making and brand-making in sports differs from their creation in other areas of human life. Archetype can determine the implementation form of significant or potentially significant motifs in the context of consumption sports as goods or services. Using the archetype can awake in person the desire to be like favourites and to follow its image. At the same time the most important for business is personal wish to fulfil this image with a special sporting attributes.

The purpose of our article is to research the role of archetypes in the image-making and brand-making in the sports as well as to define the connection between basic archetypes and popular sports. At the same time the following tasks have been solved: 1) determining the main characteristics of archetypes as a tool of social impact; 2) determining the connection of basic archetypes with popular sports; 3) searching for the major socio-psychological peculiarities of archetype's influence on the image-making and brand-making in sports.

Discovered by K. Jung four kinds of informational perception became a leap in understanding the nature of archetypes. We are talking about logical / T / and figurative / F / (emotional), sensorial / S / (accent to the sensorial organs) and intuitive / N / (accent on imagination) perceptions. K. Jung identified two units of the human psyche: extrovert / E / (motivating force belongs to the object; attention is directed to objects in the external surrounding) and introvert / I / (person looks for motivation from inside; attention is directed inwards on the subject). These psychical settings show how we interact with surrounding and where we direct our energy [1, 8]. Space of archetypes can describe by means of 3D-model where dichotomous axes are "extraversion – introversion", "logics – ethics", "sensory – intuition" (Figure 1).

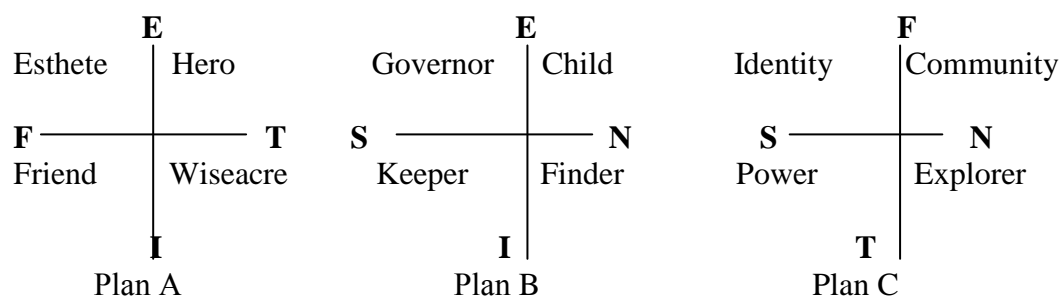


Figure 1: 3D-model of archetypes determination

In plan A "extraversion – introversion" and "logics – ethics" we can see basic archetypes corresponding to the temperaments types: Hero (sanguine), Wiseacre (phlegmatic), Friend (melancholic) and Aesthete (choleric). In the plane B "extraversion – introversion" and "sensory – intuition" we can find basic archetypes corresponding to the imagination of "pragmatists" (Governor and Keeper) and "romanticists" (Child and Finder). Plane C "sensory – intuition" and "logics – ethics" forms a matrix of needs according to the Maslow pyramid. Firstly ST is the need to achieve the results of action, i.e. the subsistence and safety (Power). Then SF is the need for self-identity (Identity). After that FN is the need for socialization, awareness of themselves as a part of cosmos (Community). At last NT is the need for self-realization and development (Explorer). The images (brands) allow a person to become a better and more effectively implement all these requirements [1].

Researchers identify eight basic archetypes and basic needs as a combination of mental settings and perception types: Lord (ES) or Governor (ES), Warrior (ET) or Hero (ET), Child (EN), Aesthete (EF) or Lover (EF), Keeper (IS), Wiseacre (IT) or Sage (IT), Wanderer (IN) or Finder (IN), Friend (IF) or a Nice Guy (IF). Governor is power, status, prestige, control. Hero is professionalism, winning, entrepreneurship and money. Wiseacre is mind, objectivity, consistency and knowledge. Finder is search for individuality, freedom, implementation and discovery. Child is joy, fun, carefree and new opportunities. Aesthete is attractiveness, sexuality, passion and sensuality. Friend is kindness, sincerity, loyalty and morality. Keeper is comfort, relaxation, rest and enjoyment. Role of archetypes is that they have some meaningful layers and can be implemented on different levels, from everyday to strategic [1, 8].

In most publications on archetypes clearly notes that sport needs most fully expresses the basic archetype of the Hero (Warrior). However, this is a simplistic view as there are also low-emotional unaggressive sports. Let's define which basic archetypes express the essence of the twenty most popular sports [6]. As a basis we take eight archetypes: Governor, Hero, Child, Aesthete, Keeper, Wiseacre, Finder and Friend. As the main criterion for determining the specific connection between concrete archetype and sport, we will use division "extroverts – introverts". Experts in the field of sports psychology note that extroverts are sociable, impulsive, eccentric and unembarrassed. Sports that require short bursts of energy are suitable to them. These sportsmen are prone to some risk; they easily take new motor skills and they are easily surviving the emotional stress. They are team players. Sports can be sprint, swimming sprints, wrestling, surfing, gymnastics, acrobatics or skateboarding. In our research, it is football, basketball, volleyball and tennis. Introverts are more closed, shy and passive; they like to be alone or with a close friend. They can easily withstand the monotonous training. Cyclical sports fit them. Introvert appreciates when something can do itself. Sports for introverts are athletics, cycling, jogging or swimming long distances. In our research, it is athletics, swimming, yoga, cycling, aerobics, bodybuilding, golf, dance sport, skiing, orienteering (tourism), alpinism and extreme sports [7].

For further analysis we can use the survey's results of the Physical Culture Department of Stavropol State University [5]. Surveyed sportsmen (52 persons) are athletes, combats and

divers. They are extraverts. Another trend is revealed among the respondents of game sports. 90% of respondents are also extroverts; 10% are introverts. 86% are choleric and 14% are sanguine among athletes. 63% sportsmen of game sports were classified as sanguine, 27% sportsmen of game sports were classified as choleric and 10% sportsmen of game sports were classified as phlegmatic. All martial arts have special nervous processes, which are typical for sanguine. 56% of respondents were registered in the sanguine group and 44% in choleric group among divers. Thus, almost all investigated sportsmen demonstrated choleric and sanguine types. Sportsmen with such typological features prefer highly emotional sports [5].

Obtained data show that the leading archetype of athletics is Wiseacre and the auxiliary archetype is an Aesthete. Therefore athletics is Queen of sport. Following the same logics for sportsmen, which represent sporting games, leading archetype is Hero. Therefore football is King of sport. Leading archetype for combat sports is Hero. Leading archetype for diving is also a Hero, although the auxiliary archetype is Aesthete.

Let's consider other sports. Using the method of exclusion, we can determine which archetypes didn't connection any sports. In the scientific literature on sports psychology noted, that it is rare to find people with a weak nervous system (melancholic) among high-class athletes. In the plane "extraversion – introversion" and "logics – ethics" archetype Friend is relevant to the melancholic temperament. It gives us the right to exclude this type from research. Mostly sportsmen are "pragmatists". Yoga and bodybuilding can be attributed to "romantic" sports. It gives us the right to exclude from the list of archetypes Child and Finder. Governor connected with politics and authority, which are not typical for the sport. Therefore, we exclude this archetype. As a result, list of archetypes includes Hero, Keeper, Wiseacre and Aesthete. It should be noted, sportsmen of team sports tend to be extroverts (E) and sportsmen of individual sports tend to be introverts (I). Logical / T / informational perception presents in sports such as chess, football, swimming, basketball, volleyball, tennis, golf, combat and ping-pong. Imaginative / F / informational perception presents in sports such as aerobics, sport dancing and extreme sport. Sensorial / S / informational perception presents in sports such as cycling, skiing, orienteering, tourism, hiking, alpinism and roller sports. Intuitive / N / informational perception presents in sports such as yoga and bodybuilding.

Practice shows that the archetypes of the same dichotomous scale cannot be equally developed in a separate image. For example, logics and ethics can not be equally demonstrated in a separate image (brand). Our data confirm that (Table 1).

Table 1

Results of research on archetypes

Conflict paired combinations of basic archetypes, which are related to twenty most popular sports			
ET	Hero (7)	Friend (0)	IF
IT	Wiseacre (8)	Aesthete (0)	EF
ES	Governor (0)	Finder (2)	IN
IS	Keeper (5)	Child (0)	EN

## DISCUSSION AND CONCLUSION

Our research gives an opportunity to challenge the merits of the allegations that sport serves only the archetype Hero (Warrior). Also it showed connection between the eight basic archetypes and the most popular sports. Thus, the basic archetype Keeper serves 40% of sports, archetype of Hero serves 35% sports, archetype Wiseacre serves 15% of sports and archetype Finder serves 10% of sports. Implementation of the archetypes theory in sporting business can directly influence the concept and image of sportsmen, sportive team or sportive organization. It helps to identify the target groups. Thus, it gives an opportunity to understand its preferences, tastes, principles; it helps to develop the interior design, signage etc.; it helps

to create a slogan and a corporate identity; at last it allows to build a competent strategy of advertising and marketing. Intensive implementation of sportive topics could have a positive influence on the perception of images and brands of any country abroad. Often fans identify themselves with sportive stars. Therefore personification associated with images of famous sportsmen is useful for any image (brand) of sportive goods and services. Analysis gives the opportunity to present the results of research in the summary Table 2.

Table 2

Connection between the basic archetypes and the most popular sports

No	Most popular sports (%) [6]	Leading archetype	Archetype's symbols	Main customers
1	Athletics (jogging, long-distance running) – 9,6%	Wiseacre	IT	wide range of fans
2	Football – 8,4%	Hero	ET	wide range of fans
3	Swimming – 8,1%	Wiseacre	IT	wide range of fans
4	Yoga – 7,4%	Finder	IN	narrow range of fans
5	Cycling – 6,4%	Keeper	IS	narrow range of fans
6	Basketball – 5,7%	Hero	ET	wide range of fans
7	Volleyball – 5,4%	Hero	ET	wide range of fans
8	Aerobics – 5,3%	Keeper	IS	narrow range of fans
9	Tennis – 4,9%	Hero	ET	people with high income
10	Bodybuilding – 4,7%	Finder	IN	narrow range of fans
11	Golf – 4,5%	Wiseacre	IT	people with high income
12	Sportive dancing – 3,8%	Keeper	IS	narrow range of fans
13	Skiing – 3,4%	Keeper	IS	wide range of fans
14	Combats – 3,4%	Hero	ET	wide range of fans
15	Ping-pong – 3,1%	Hero	ET	narrow range of fans
16	Orienting (tourism) – 3,0%	Keeper	IS	narrow range of fans
17	National sports – 2,7%	Hero	ET	wide range of fans
18	Alpinism – 2,6%	Keeper	IS	narrow range of fans
19	Roller-sport – 2,0%	Keeper	IS	narrow range of fans
20	Extreme sport – 1,1%	Keeper	IS	narrow range of fans
Other sports – 4,5% (in percentage from all sportsmen in 200 countries)				

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